

Agency Activity Inventory
by Agency
Appropriation Period: FY 2006-07

Agency: H67 - Educational Television Commission

Functional Group: Education

824 Agency Fundraising

ETV generates revenue for its services and programs through its Enterprise Services Unit, which includes TV Underwriting Sales and Festival (On Air Pledge fundraising), which operate in conjunction with the ETV Endowment of SC, as well as the Marketing Department, which sells ETV programs on videotape and DVD's, and Customer Service, which responds to viewer and listener inquiries and encourages membership in the ETV Endowment. Agency Fundraising also includes National Programming and Development, which in conjunction with the ETV Endowment, seeks resources for developing, producing and broadcasting national television and radio programming. SC Code Section 59-7-50 authorizes ETV to charge for its services and programs and to use the funds received for Commission purposes.

FY 2006-07

Total	General Funds	Federal Funds	Supp. Funds	CRF	Other Funds	FTEs
\$917,391	\$411,917	\$0	\$0	\$0	\$505,474	10.70

Expected Results:

As ETV's state budget has been reduced by 35% since May, 2001, increased emphasis has been placed on reducing our reliance on state funds. ETV has for many years generated operational funding from the sales of its programs and services, but has not always focused on the net profitability of these activities. Expected results for future years would be to increase operating revenue from selected activities which are clearly profitable.

Outcome Measures:

The following revenue goals have been established for FY 06-07: TV Underwriting - \$225,000; Radio Underwriting - \$550,000; On-Air Pledge - TV & Radio - \$1,705,000; Car Donation - \$30,000; Marketing - \$300,000

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825 Pre K - 12 Educational Services

ETV's commitment to life-long learning places particular emphasis on; 1) pre-school programming to enhance school readiness; 2) providing parents and caregivers with information on using TV as a powerful learning tool; 3) k-12 curriculum designed to supplement classroom resources and to support and enhance established curriculum standards; 4) pre-service and professional staff development for educators. ETV, in partnership with SDE, produces and delivers materials for use in the classroom using a variety of delivery systems. This allows more access to programming for all learners. SDE/ITV works with vendors to lease or purchase programs across the curriculum to support identified standards, but often there are no programs that meet a state-specific need (such as SC History programs). ETV works with SDE/ITV to identify curriculum needs and to produce programs that fulfill that need. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

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Total	General Funds	Federal Funds	Supp. Funds	CRF	Other Funds	FTEs
\$6,205,836	\$2,915,067	\$0	\$0	\$448,000	\$2,842,769	71.00

Expected Results:

1) With increased emphasis on accountability and assessment, ETV is working with SDE to provide training to teachers and district staff on assessment strategies; 2) ETV works closely with EOC and SDE to provide information on School Report Cards to parents and the media; 3) Educational funding continues to be a problem, but by providing free access to core curriculum materials, ETV has allowed equal access to all school districts across the state. Programs are available in Art, Science, Math, language arts, social science and technology; 4) Interactive Distance Learning Centers (DELCS), a cooperative effort of ETV and local school districts, allow a master teacher to be shared throughout the district, without having to travel to various locations throughout that district; 5) Increased emphasis on technology across the curriculum means students and teachers have access to a variety of learning tools.

Outcome Measures:

The following goals have been established to support pre-school children and K-12 students and teachers for FY 06-07: Ready to Learn programming for children - 3,000 hours; K-12 programs for students to meet critical curriculum needs - 7,500 hours; staff development for teachers and administrators - 1,100 hours; scheduling of programs for district use through 35 DELC's (Distance Education Learning Centers) - Knowitall.org, ETV's educational web portal 2 million page views; StreamlineSC, ETV's video on-demand service 1.3 million page views.

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826 Educational Radio

ETV operates a total of eight radio stations which provide statewide coverage 24 hours per day, seven days per week. ETV Radio provides a combination of National Public Radio (NPR) programming and locally produced programming. The ETV Radio Network provides three distinct formats: WNSC-FM provides all Jazz; WRJA-FM in Sumter, WJWJ-FM in Beaufort, WHMC-FM in Conway, and WLJK-FM in Aiken provide all News; the remaining three stations, WEPR-FM in Greenville, WLTR-FM in Columbia and WSCI-FM in Charleston provide Classical Music/News. ETV Radio also provides evacuation information during emergency situations such as hurricanes. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

FY 2006-07						
Total	General Funds	Federal Funds	Supp. Funds	CRF	Other Funds	FTEs
\$1,220,383	\$251,059	\$0	\$0	\$0	\$969,324	8.62

Expected Results:

24/7 FM radio broadcasting to serve the public interest, convenience and necessary eight licenses granted by the Federal Communications Commission to the ETV Commission of South Carolina. The broadcasting service is the "media of record" for the South Carolina Emergency Preparedness Division in the state emergency plan, with coastal and midlands transmitters equipped with backup electrical generators to stay on the air with vital

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information during hurricane evacuations and aftermath.

Outcome Measures:

Arbitron surveys twice each year indicate who is listening, when and where that listening occurs, and how frequently the service is used. Three times each year, on-air membership drives for the ETV Endowment of SC solicit donations from listeners. In addition to these member donations, contributions from companies and non-profits pay for nearly all direct expenses of the FM broadcast services.

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827 Higher & Medical Education Services

Undergraduate and Graduate Distance Education courses are available in every county, including courses for teachers who must meet recertification requirements. Hospitals, DHEC and Mental Health offices, and other medical sites offer continuing health and medical education to communities throughout the state. Chapter 7 of Title 59 of the SC Code established the ETV Commission.

FY 2006-07

Total	General Funds	Federal Funds	Supp. Funds	CRF	Other Funds	FTEs
\$1,894,771	\$971,663	\$0	\$0	\$658,000	\$265,108	17.46

Expected Results:

As the cost of college and continuing education continues to rise, learners are taking courses by distance education to save travel expenses, and complete course requirements in less time, often while having full-time jobs. With the significant reduction in agency staff for medical and health care sites, time away from the workplace, even for state or federally mandated training, has become increasingly difficult.

Outcome Measures:

The following goals have been established to support higher education learners and medical professionals for FY 06-07: Undergraduate and graduate programming - 6,000 hours including satellite and online courses; Professional development and recertification training at local health and medical sites - 300 hours; Manage www.desc.info, a comprehensive Internet listing of SC distance education opportunities and www.scprepares.org, an Internet site listing SC training resources for public health professionals to prepare for terrorism and disasters.

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828 Educational Television - National Programming

ETV operates eleven television stations which broadcast statewide 24 hours per day, seven days per week. ETV broadcasts

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public television programming purchased through several national program distributors, predominately the Public Broadcasting Service (PBS). Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

FY 2006-07

Total	General Funds	Federal Funds	Supp. Funds	CRF	Other Funds	FTEs
\$2,612,320	\$685,903	\$0	\$0	\$0	\$1,926,417	4.53

Expected Results:

Meeting the requirements of the Federal Communications Commission as a licensee, ETV operates 24/7 television broadcasting with over one third of those hours (62 per week) devoted to the PBS "Ready to Learn" schedule for young children in preschool. Overnight broadcasting ensures ETV is on the air for state weather emergencies as the "media of record" for the State Emergency Preparedness Division, and lessens wear on transmitters not having to power them down and back up daily.

Outcome Measures:

Four times each year, Nielsen surveys indicate viewing patterns by market of who is watching ETV, where and for how long. Four times each year, on air membership drives solicit contributions from viewers to the ETV . Endowment. Contributions are also solicited from companies and non-profits. Both of these sources, along with an annual grant from the Corporation for Public Broadcasting (CPB), provide funds to purchase the national programming.

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829 Education Services to City, County and State Government

ETV provides satellite service to each of the 46 counties in the state. City, county and state agencies use ETV to meet continuing education requirements for staff and provide training for citizens. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

FY 2006-07

Total	General Funds	Federal Funds	Supp. Funds	CRF	Other Funds	FTEs
\$1,139,250	\$716,206	\$0	\$0	\$196,000	\$227,044	16.90

Expected Results:

With continued budget cuts, travel restrictions, and shrinking staffs, city, county and state agencies will continue to use ETV to provide training.

Outcome Measures:

The following goals have been established to support education services to city, county and state agencies for FY 06-07: Video conferencing to sites in all 46 counties - 900 hours; Audio conferences - 1,600; Law enforcement training - 10,000 officers at 152 local police and fire departments; Revenue to be generated from these activities -

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\$285,668.

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830 Educational Television - Local Programming

ETV acquires, produces and broadcasts programming of interest to the citizens of the state. ETV also operates the South Carolina Channel, a channel of all local programming for and about South Carolinians. This full-time, all digital channel was the first of its kind in the United States. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

FY 2006-07

Total	General Funds	Federal Funds	Supp. Funds	CRF	Other Funds	FTEs
\$5,849,103	\$4,517,539	\$0	\$0	\$98,000	\$1,233,564	69.99

Expected Results:

As required by licenses granted by the Federal Communications Commission, ETV operates television broadcasting that serves the public interest, convenience and necessity. 24/7 broadcasting ensures ETV is on the air for state weather emergencies as the "media of record" for the State Emergency Preparedness Division. The new, digital television transmitters carry the existing ETV service, but add a high definition service from PBS, and a 24/7 local service of ETV, the South Carolina Channel (SCC). SCC carries daily coverage of the Governor's Office, House of Representatives and State Senate during the legislative session. In addition, it carries high school football and basketball championships live. Also, the South Carolina Channel, as each digital channel is signed on, provides in-depth coverage of each county of the state through the ETV Road Show.

Outcome Measures:

Four times each year, Nielsen surveys indicate viewing patterns by market of who is watching ETV, where and for how long. Four times each year, on air membership drives solicit contributions from viewers to the ETV Endowment. Contributions are also solicited from companies and non-profits. Both of these sources, along with an annual grant from the Corporation for Public Broadcasting (CPB), provide funds to support the production of local programming.

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831 Administration

Administration includes executive leadership, financial services, IT services, facilities management, mail room, printing and HR services. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

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\$3,082,077	\$2,951,777	\$0	\$0	\$0	\$130,300	30.00

Expected Results:

Executive leadership establishes agency goals and objectives to be accomplished within available resources. Administrative functions are performed in compliance with all state guidelines and requirements.

Outcome Measures:

User (viewers, listeners, and the educational community) surveys reveal a high level of regard for the programs and services provided by ETV. Financial and procurement audits reveal no major inadequacies. Administrative services are performed efficiently and cost effectively and assist the agency in achieving its goals and objectives.

AGENCY TOTALS

Educational Television Commission

TOTAL AGENCY FUNDS	TOTAL GENERAL FUNDS	TOTAL FEDERAL FUNDS	TOTAL OTHER FUNDS
\$22,921,131	\$13,421,131	\$0	\$8,100,000
	TOTAL SUPPLEMENTAL FUNDS	TOTAL CAPITAL RESERVE FUNDS	TOTAL FTEs
	\$0	\$1,400,000	229.20